

Listservs for Beginners

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Alumni Association
UNIVERSITY OF GEORGIA

Overview

- What?
- Why?
- How?
- Examples



What is a listserv?

- An email tool that sends a message to multiple people
- Used to communicate directly with members of your chapter
- Each chapter has their own



UGA Evites/Emails

- Sent by the UGA Alumni Association
- Go to every constituent in chapter area
- Great for event invitations and chapter-wide news

Listservs

- Sent by chapter leaders
- Only go to individuals who have signed up to be on the listserv
- Great for reminders, quick updates, and contacting individuals who regularly attend chapter events



How do I get access to the listserv?

- Complete the Memorandum of Understanding
 - Chapter presidents are then automatically given access
- Other chapter leaders: Email alumnichapters@uga.edu requesting access
- You will receive a confirmation email with instructions



How do I use the listserv?

1. **Address an email** to the address of the listserv (e.g. AlumAthens@listserv.uga.edu)
2. Mention **chapter name** in subject line or top of the email
3. **Include this footer:**

To unsubscribe from this listserv, reply to this email or contact alumnichapters@uga.edu.

4. **Send!**
5. If you receive an **error email**, you can email alumnichapters@uga.edu for help



Tips

- Include **call-to-action** in first paragraph, i.e. “Register for our reception today”
- Send no more than **one email per week**
- Be **brief**
- Keep in mind you are **representing the university**. Best practices include:
 - Include a **greeting** and a **signature**
 - Use proper grammar and formatting
 - Use appropriate language
 - **Have fun!**



Listserv Information

- Replies go to the sender (you!)
- Only chapter leaders and Alumni Association staff are able to send emails through the listserv
- Alumni Association staff are recipients on chapter listservs
- Listservs cannot be used for personal use or activities unrelated to the chapter
- Requests to be removed from the listserv must be completed as soon as possible. If you are not able to complete the request in a timely manner, send it to alumnichapters@uga.edu to be completed.



How do people sign up for the listserv?

- Link on [chapter web page](#)
- Sign-In Sheet

Note: Individuals cannot be involuntarily added



How to Add or Remove Subscribers



LISTSERV Archives

LISTSERV.UGA.EDU

This LISERV server is located at LISERV.UGA.EDU. Below you will find all lists that have been configured for public archiving. To access a specific list, simply click on the name of the list in the table. To find confidential or unlisted lists, type in the list name in the search box to the right. For lists that have been configured with an HTML description, you can get more information about the list by hovering the mouse over the list name.

[\[2-ARTE\]](#)[\[ARTG-CI\]](#) [\[CJ-DR\]](#) [\[DS-FO\]](#) [\[FR-GL\]](#) [\[GN-I\]](#) [\[J-NE\]](#) [\[NO-REF\]](#) [\[REP-SR\]](#) [\[SS-UGAC\]](#) [\[UGAE-USGD\]](#) [\[USGF-Y\]](#) [\[Next\]](#)

List Name	List Title
2016-17 SLF	Service-Learning Fellows (12 Subscribers)
2016MIDFESTDIR	2016 UGA MidFest Director (162 Subscribers)
2017JANFESTDIR	2017 UGA JanFestDirector (215 Subscribers)
3DUGA	3D Printing at UGA (31 Subscribers)
AAPTSACS	AAPT - Southern Atlantic Section (155 Subscribers)
ABBS-L	Athens Boy Band Society (4 Subscribers)
ABOUT-SCULPTURE	Info about UGA Sculpture Area (0 Subscribers)
ACA-L	Arab Cultural Association (356 Subscribers)
ACCLIBRARY-L	ACC Library News and Events (7775 Subscribers)
ACIT	Info Technology Committee (0 Subscribers)

Access Unlisted Lists

Options

[Log In](#)

[Get Password](#)

[Search Archives](#)

Resources

[About LISERV](#)

[LISTSERV Documentation](#)



Example Listserv Email

5th Annual Founder's Day brunch - THIS SUNDAY



RVA Dawgs on behalf of Karisa Strickland

Fri 1/27, 1:05 PM

ALUMRICHMOND@LISTSERV.UGA.EDU ✉



Reply all | ▾

Good Afternoon, RVA Dawgs!

I hope you've all had a great start to 2017. I look forward to seeing you all for our first event of the year on Sunday at our 5th annual Founder's Day brunch at Pearl Raw Bar at 11:30am. If you haven't [RSVP'd](#) yet, just reply to this email and let me know you're coming!

We're still finalizing our calendar for the rest of the year, but mark your calendar for the [UGA IMPACT - student lunch](#) on March 4th at 1:00pm. UGA Impact (formerly Alternative Spring Break) sends students on week-long community service trips throughout the United States. A group of 15-20 UGA students will visit Baltimore from March 4th to March 11th, and stopping in Richmond on their way. We'll help them out by taking them to lunch on their way to Baltimore. We need one 'sponsor' per UGA student to pay for their meal. RSVP today!

Lastly, we're looking for a few volunteers for the RVA Dawgs board. You'll be able to help shape our events and grow our community while showing your love of all things UGA. Let me know if you're interested!

GO DAWGS!

Karisa Strickland, BSEd '04
RVA Dawgs Chapter President

Looking for us on social media? Check us out!

Facebook: <https://www.facebook.com/groups/RVADawgs/>

Twitter: <https://twitter.com/rvadawgs>

Instagram: <https://www.instagram.com/rvadawgs/>

Snapchat: ...we're not that cool...

To unsubscribe from this listserv, reply to this email or contact alumnichapters@uga.edu

Listserv All-Call

- Similar to chapter evites
- Request by emailing the chapters team or alumnichapters@uga.edu
- You decide the message



Calling all Dawgs!

Sign up for the Chapter Listserv

The Columbia, South Carolina Chapter has had a great start to 2017 and is excited to connect with even more alumni at future events. We want to be sure you never miss a Columbia Dawgs event again. Sign up for our local listserv below to receive up-to-date messages directly from your Columbia chapter leaders.

Hope to see you soon!

[JOIN NOW](#)



Questions?

Breakout Sessions: Chapter Roundtables

Please go to the room number found on the back of your name tag.

